

CASE STUDY

A Cultural Institution Becomes More Data Driven

After an on-site Roadmapping Session, we worked with the Corning Museum of Glass digital team to overhaul their web analytics and delivered a full day training session on utilizing data to design high ROI web improvement projects. They now have personalized dashboards that collect and distill the most important metrics for each team as well as the knowledge to act on those numbers.

ABOUT THE CLIENT

Company Name	<u>Corning Museum of Glass</u>
U.S. Alexa Rank	80K
Sessions/Month	115K+

THE PROBLEM

We were introduced to Corning Museum of Glass (CMoG) through its now-retired president Marie McKee. She knew that the digital team was looking to become more data-driven and introduced us to Scott Sayre, Head of Digital.

Upon closer discussion we found that the key problem was that Scott had a large team running multiple websites for the museum. Attempting to track web performance had been challenging because the data was so distributed across their analytics tools making it difficult to find what they were looking for. This meant that neither Scott, nor the museum's Board were able to evaluate ROI or decide which projects demanded top priority.

On top of that, even when the numbers were tracked down, the team remained uncertain on the best strategies to utilize that data to make improvements to the website.

THE ROADMAPPING SESSION

To kick things off we arranged a Roadmapping Session with the whole team. This took the form of an all-day meeting on site at the CMoG offices in Corning, NY.

We interviewed each available team member who impacted the website and through this process we began to uncover problems and goals. Different teams had different challenges but the question, “which analytics are most relevant?” reoccurred throughout the session.

The following is a list of additional pain points that we uncovered at the roadmapping session:

- ▶ Not having insight into digital success/failure
- ▶ Not feeling like the team has a firm grasp of what’s happening on the website
- ▶ Manually compiling analytics numbers for reports
- ▶ Not understanding how to become more data driven
- ▶ Fractured, siloed, and incomplete data
- ▶ Lack of insight into success of social media and email marketing campaigns after clickthrough
- ▶ Not having important answers for the board of directors

- ▶ No insight into on-page user engagement
- ▶ Unsure of accuracy of some analytics reports
- ▶ Unsure of what info visitors aren't getting and are most interested in
- ▶ Unsure which website improvement projects will offer the best return on investment

THE ROADMAPPING REPORT

In a follow-up report, we gave our analysis, provided strategic guidance, and proposed projects that could benefit the CMOG team.

Project 1: Unify Google Analytics

For this project we proposed to combine each of their ten Google Analytics properties into a single unified property. This would allow the team to understand how visitors moved between the many properties and also allowed them to track the success of marketing initiatives.

Project 2: Actionable Dashboards

For the second project we proposed to pull together data from the team's many different analytics tools and display it in a clear and actionable way. We also wanted to distill down the most important metrics for each team to display them in an easy to access and visually appealing manner. We also wanted to remove time consuming manual aggregation for reports.

To accomplish this we proposed to build custom dashboards that would allow the team to easily monitor, share, and take action on their key metrics.

Project 3: Heatmap, Visitor Recording, and Survey Tools

During the Roadmapping Session we identified two additional holes in their analytics. They had nothing set up to track on page user engagement. There was also nothing in place to gather qualitative feedback directly from web visitors.

Luckily, we knew of a SaaS service which solves both of those issues and we proposed to install it and train the team to use the relevant features.

Project 4: Training Session

Last, we recommended a full day of training to the CMOG team. More than simply building and setting up new tools, Scott wanted us to help his team become truly data-driven, thus “teaching them to fish.”

IMPLEMENTATION

Google Analytics Unification Project

We worked with CMOG Lead Web Developer Ryan Langille to pull together the 10 different Google Analytics properties into a single unified entity. We sent Ryan the necessary code snippets that needed to be added to each property in order to have them all send data to the unified property.

We also sent snippets for adding E-commerce tracking to the unified property so that proper attribution could be done for marketing initiatives.

Once the snippets were added, we audited and verified the success of the implementation.

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Plot Rows Secondary dimension Sort Type: Default ▼

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<input type="checkbox"/>	3. www.cmog.org/visit/make-your-own-glass			
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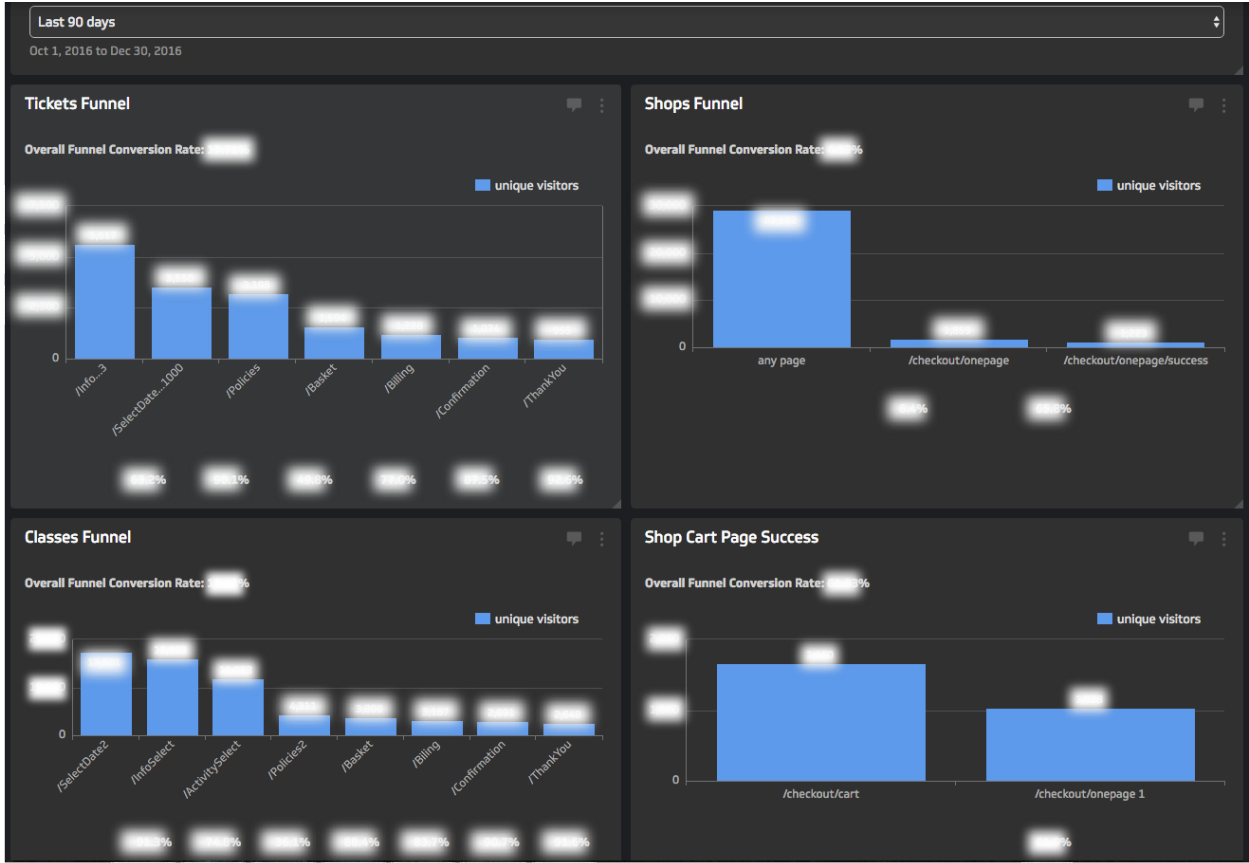
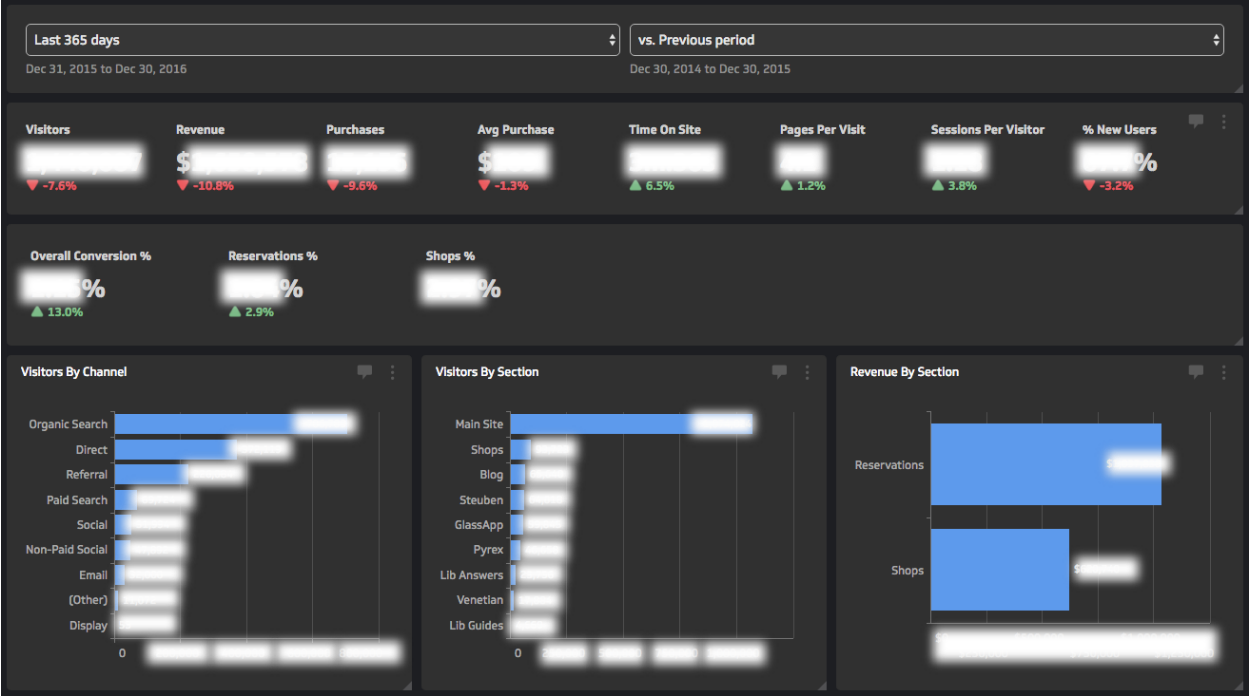
Actionable Dashboards Project

One of our first steps was taking into account where the CMOG team was now, then figuring out what would best move them forward without bogging them down with overly complex tools.

Our goal was to allow them to quickly and easily make data driven decisions about where to focus their website improvement efforts in order to maximize the return on investment.

To aid in this process we married disparate data sources together to make dashboards, using APIs from Google Analytics, Facebook, Twitter, and Mailchimp.

These dashboards are easily embedded in CMOG's intranet websites or automatically emailed to stakeholders on a recurring basis.

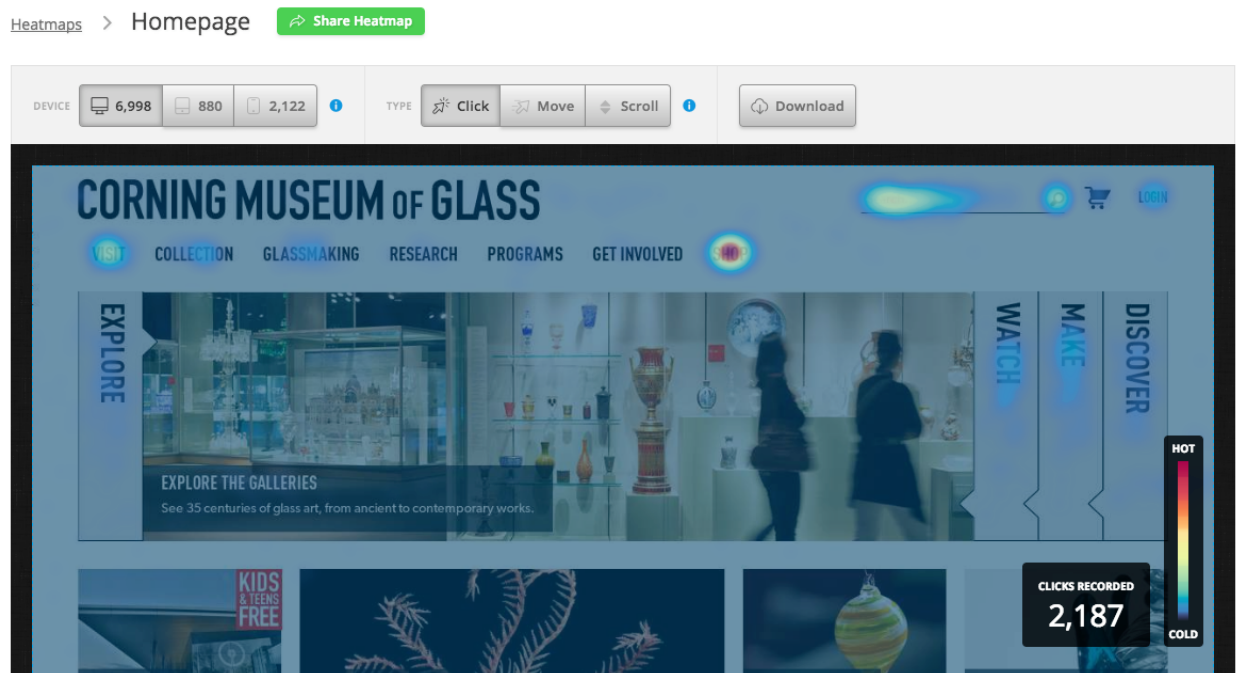


User Experience Tools

To improve the effectiveness of their user experience team, we also set up heatmap, visitor recording, and survey tools, enabling CMOG to get deep qualitative insights into their users' behavior.

Now the team can see how users interact with specific pages on the site and ask visitors questions to find out what they're not finding or what's causing them trouble.

This is crucial information for improving their conversion rates and offering a better user experience for CMOG web visitors.



Training Session

For our all-day training session, we organized six workshops at CMOG's office, with each workshop geared toward specific teams. We recorded each session so that team members who couldn't make the session could still benefit. These artifacts will also be used to onboard future team members.

During the workshops we gave interactive presentations that balanced both conceptual knowledge, technical walkthroughs, and Q&A.

Training Sessions:

1. Project Overview - Methodologies for Improving Conversion
2. Using Data to Improve UX
3. Creating and Working with Analytics Dashboards
4. Using Data for Social Media, Email Marketing, and Adwords Strategy
5. Using Data to Help Visitors Find What They're Looking For
6. Using Data for E-Commerce Strategy

We focused heavily on how to generate incisive queries and how to use quantitative and qualitative data to come up with conversion hypotheses. Specifically, we taught the CMoG team how to postulate a question that they wanted answered and how to use the analytics tools to answer these questions.

RESULTS

Ultimately, the CMoG team now has a robust analytics platform featuring a unified analytics dashboard and a multitude of user experience tools. From a strategic perspective, the top result of this project has been a full-team focus on tracking metrics that matter.

The entire CMoG team is now able to seamlessly track their website's performance, pose new hypotheses for improvement, and take action based on the clear data. For CMoG's board and management, this means instant transparency across departments.

On our recommendation, CMoG plans to display one of the dashboards on a TV in their main office in order to keep the team focused on being data driven and improving the metrics that matter.

Project Benefits:

- ▶ Readily available website success answers for the board of directors
- ▶ Automatically compiled analytics reports that save time and free up team members to focus on using data to improve the website
- ▶ An increasingly data driven organization
- ▶ A list of strategies for making data driven website improvements
- ▶ Clear insight into the success of social media and email marketing campaigns after clickthrough
- ▶ Tools that give insight into on-page user engagement to help understand the success of individual page UI
- ▶ Implemented tools to find out what info visitors aren't getting
- ▶ A strategy to uncover and prioritize website improvement projects based on level of effort and return on investment

We built a reservoir of institutional knowledge: book recommendations, session recordings, and training. We automated the reporting and enabled them to embed reporting in their intranet, allowing for dissemination of data throughout their organization. Altogether, CMoG now has a blueprint for being a data-driven organization.



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